ORDER

Orders Order / Rev: 37565

Alt Order #:

08879624

Product Desc:

Issue

Estimate:

2028

Flight Dates:

Original Date / Rev:

Order Type:

10/11/12 - 10/20/12

10/10/12 / 10/16/12

GENERAL

KLAS

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Mike Jones K-WAS

National

Agency

Name:

Waterfront Strategies

Buying Contact:

Billing Contact:

1010 Wisconsin Avenue

Washington, DC 20007

Billing Cycle: Agency Commission:

Billing Calendar:

EOM/EOC

15%

Cash

Broadcast

Advertiser

Name:

Priority:

HMP - AFSCME

AGY, POL, ISS

Demographic:

A25-54

Product Codes:

PO4

LV1

Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Din i ian				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/19/12	38	\$85,500.00	\$72,675.00

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Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
October 2012	38	\$85,500.00	\$72,675.00		
Totals	38	\$85,500.00	\$72,675.00	0.00	

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Order Share	Share	Tota		
KLAS	30%	\$85,500.00		
Market	100%	\$285,000.00		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$71,250.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$14,250.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
E 1 8	10/15/12	10/19/12	8 News Now 6a M-F	- CM	6-7a	MTWTF	:30	2 \$1,400.00LV1	0.00 NM	2	\$2,800.00
			8 News Now 6a M-	F							
8 NE	WS NOW A	T 6A									
2	Start Date	End Date	Weekdays S	Spots/Week	Rate	Rating					
Week:	10/15/12	10/21/12	MTWTF	2	\$1,400.00	0.00					
E 2 8	10/15/12	2 10/19/12	CBS This Morning 7	7-9a CM	7-9a	MTWTF	:30	2 \$1,200.00LV1	0.00 NM	2	\$2,400.00
			CBS This Morning								

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KLAS

Order / Rev:

37565

Advertiser:

HMP - AFSCME

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08879624

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Flight Dates: 10/11/12 - 10/20/12 Rate Pri Rtg Type Spots Start/End Time Days Ln Ch Start End Inventory Code Break Len Spots Amount **CBS THIS MORNING** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 MTWTF--2 \$1,200,00 0.00 \$600.00LV1 0.00 NM \$600.00 10/13/12 10/13/12 CBS Early Show - Sat. CM ----5-:30 5-7a CBS Early Show - Sat. **CBS THIS MORNING SATURDAY** Start Date End Date Weekdays Spots/Week Rate Rating 0.00 ----5-\$600.00 Week: 10/08/12 10/14/12 Start/End Time **Description** Weekdays 1 4 1 **Length** Rate Rtq Type **Spot** Ch Date Range 8 10/08/12-10/14/12 CBS Early Show - Sat. 5-7a -----Sa--:30 (\$600.00) 0.00 NM See MG 3.2 \$600.00 0.00 NM 8 10/13/12-10/13/12 Sat Prime Special 730-10p -----Sa--:30 MG for 3.1 10/13 ----s 10/14/12 10/14/12 Eye on Wash/Wall St JoGM 5-6a :30 \$400.00LV1 0.00 NM \$400.00 Eye On Wash/Wall St Jrnl (5:00 AM-5:30 AM) **EYE ON WASHINGTON** Rating **Start Date End Date** Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 ----S \$400.00 0.00 10/15/12 10/19/12 CM MTWTF--:30 3 \$1,200,00LV1 0.00 NM 3 \$3,600.00 Live w/Kelly 9-10a Live w/Kelly Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MTWTF--3 \$1,200.00 0.00 MTWTF--10/11/12 10/19/12 8 News Now Noon M-F CM :30 2 \$1,300.00LV1 0.00 NM \$3,900.00 12-1230p 8 News Now Noon M-F Start Date Spots/Week Rating **End Date** Weekdays Rate Week: 10/11/12 10/17/12 MTWTF--2 \$1,300,00 0.00 Week: 10/18/12 10/24/12 ---TF--1 \$1,300.00 0.00 \$4,800.00 3-4p 2 \$1.600.00LV1 10/11/12 10/19/12 Ellen CM MTWTF--:30 0.00 NM 3 Ellen Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/11/12 10/17/12 MTWTF--2 \$1,600.00 0.00 ---TF--Week: 10/18/12 10/24/12 \$1,600.00 0.00 E 10 10/11/12 10/17/12 8 News Now 4p M-F CM 4-5p MTWTF--:30 3 \$1,600.00LV1 0.00 NM \$4,800.00 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Start Date **End Date Weekdays** Spots/Week Rating Rate Week: 10/11/12 10/17/12 MTWTF--3 \$1,600.00 0.00 4 \$1,700.00LV1 0.00 NM \$6,800.00 10/11/12 10/17/12 8 News Now 5-630p M-FCM 5-630p MTWTF--:30 8 News Now 5-630p M-F **8 NEWS NOW ROTATION** Spots/Week Rating Start Date **End Date** Weekdays Rate 10/17/12 MTWTF--4 \$1,700.00 0.00 Week: 10/11/12 Start/End Time Rate Rtg Type **Description** Weekdays Length <u>Spot</u> Ch Date Range :30(\$1,700.00) 0.00 NM MTWThF----8 10/11/12-10/17/12 8 News Now 5-630p M-F 5-630p 1 See MG 11.6 MTWThF----:30(\$1,700.00) 0.00 NM 8 10/11/12-10/17/12 8 News Now 5-630p M-F 5-630p 2 See MG 11.7 8 10/11/12-10/17/12 8 News Now 5-630p M-F 5-630p MTWThF----:30(\$1,700.00) 0.00 NM See MG 11.5 5 8 10/11/12-10/11/12 8 News Now 5-630p M-F 5-630p ---Th----:30 \$1,700.00 0.00 NM MG for 11.4 10/11 8 10/12/12-10/12/12 8 News Now 5-630p M-F :30 \$1,700.00 0.00 NM 5-630p MG for 11.1 10/12 8 10/17/12-10/17/12 8 News Now 5-630p M-F :30 \$1,700.00 0.00 NM 5-630p MG for 11.2 10/17 10/13/12 10/13/12 8 News Now Sat 5-7p ----5-:30 2 \$2,500.00LV1 0.00 NM 2 \$5,000.00 E 12 5-7p 8 News Now Sat 5-7p (5:00 PM-5:30 PM) **8 NEWS NOW AT 5PM-SUN**

Spots/Week

Rate

2 \$2,500.00

Rating

0.00

Start Date

Week: 10/08/12

End Date

10/14/12

Weekdays

----5-

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Totals

38

\$85,500.00

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Advertiser:

HMP - AFSCME

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Product Desc:

74 00111

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10/11/12 - 10/20/12

Estimate:

2028

Issue KLAS

Ln C	h	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
E 12	8	10/13/12	2 10/13/12			5-7p	s-	:30	2	\$2,500.00LV1	0.00 NM	2	\$5,000.00
	—	0 NOVA/ A	T 5014 01 11	8 News Now Sat	5-7p	(5:00 PM-5:30	PM)						
81		S NOW A rt Date	T 5PM-SUN End Date		Spots/Week	Rate	Rating						
Wee		08/12	10/14/12	S-		\$2,500.00	0.00						
E 13	8			8 News Now Sat 5		5-7p	S-	:30	1	\$2,500.00LV1	0.00 NM	1	\$2,500.00
				8 News Now Sat	5-7p	(6:30 PM-7:00	PM)						
81			T 630PM-SI										
14/		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	K: 10/ 8	08/12	10/14/12	7-8p Rotator	CM	\$2,500.00 7-8p	0.00 MTWTF	:30		\$3,500.00LV1	0.00 NM	2	\$7,000.00
E 14	•	10/15/12	2 10/19/12	7-8p Rotator	CIVI	1-oh	MIMIF	.30	2	\$3,500.00EV1	U.UU INIVI		\$7,000.00
	Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Wee		15/12	10/21/12	MTWTF		\$3,500.00	0.00						
E 15	8	10/19/12	2 10/19/12	Fri 9-10p	СМ	9-10p	F	:30	1	\$10,000.00LV1	0.00 NM	1	\$10,000.00
				Made In Jersey									
CS	SI NY					. .	.						
10/00		rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$10,000.00	Rating 0.00						
Spot		Date Ra		escription		End Time		Weekdav	s Le	ngth Rate	Rta Type		
1			-10/21/12 F		9-10		-	F-		:30\;10,000.00)			
		e MG 15.		•		•				·			
	-	-		o "CSI NY" - bco]									
2			-10/19/12 F	ri 8-9p	8-9p		•	F-		:30\$10,000.00	0.00 NM		
	MG	for 15.1											
E 18	8	10/15/12	2 10/19/12	8 News Now 11p I 8 News Now 11p		11-1135p	MTWTF	:30	3	\$2,700.00LV1	0.00 NM	3	\$8,100.00
Wee		rt <u>Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$2,700.00	Rating 0.00						
E 19	8	10/13/12	2 10/14/12	8 News Now 11p		11-1135P	SS	:30	1	\$1,500.00LV1	0.00 NM	1	\$1,500.00
•		O NIONAL A	T 44 DNA 1444	8 News Now Sa/S	Su 11p								
8 1		s NOW A rt Date	T 11PM-WK End Date	.ND <u>Weekdays</u>	Spots/Week	Rate	Rating						
Wee		08/12	10/14/12	\$S		\$1,500.00	0.00						
E 20	8		2 10/19/12	Letterman	CM	1135p-1237a		:30	3	\$1,200.00LV1	0.00 NM	3	\$3,600.00
				Letterman		(11:35 PM-12	:37 XM)			·			•
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Wee	k: 10/	15/12	10/21/12	MTWTF	3	\$1,200.00	0.00						
N 21	8	10/11/1:	2 10/11/12	Thu 10-11p	CM	10-11p	T	:30	1	\$8,500.00LV1	0.00 NM	1	\$8,500.00
	۵.		-	Person Of Interes		<u>.</u>	5-0					ŀ	
\A/c-		rt <u>Date</u> 08/12	End Date 10/14/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$8,500.00	Rating 0.00						
N 22	8		2 10/14/12		CM	9-10p	-T	:30	1	\$8,500.00LV2	0.00 NM	1	\$8,500.00
14 44	U	10/10/1	L 10/10/12	NCIS: LA	CIVI	2-10h	- I	.50	•	ψ0,000.00LVZ	U.UU INIVI	l '	ψυ,υυυ.υυ
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee		15/12	10/21/12	-T		\$8,500.00	0.00						
N 23	8	10/14/12	2 10/14/12	Sun 4-5P Elec Pla	ygrou@M	4-5p	S	:30	1	\$700.00LV1	0.00 NM	1	\$700.00
				4-5p Electric Play	grnd 2x								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Wee	k: 10/	08/12	10/14/12	5	1	\$700.00	0.00						